

The Blainmore Graphic

Volume 2, No. 49.

BLAINMORE, ALBERTA, FRIDAY, JULY 23, 1948.

\$2.00 PER ANNUM

Mrs. Pearson Passes Early This Morning

The death occurred during the early morning hours today of Mrs. Sophia Pearson, beloved wife of Mr. W. G. Pearson, of Blainmore, following a brief illness.

Deceased was 77 years of age, born May 27, 1871. She came to Canada from Carlstad, Sweden, some 45 years ago and has resided in Blainmore for the past 35 years.

Besides the husband, left to mourn are four daughters, Mrs. W. E. Dillon, of Los Angeles, Calif.; Mrs. M. A. Dixon, of Seattle, Wash.; Mrs. L. Witters, of Spokane, Wash.; and Mrs. J. V. Smith, of Dallas, Texas; also one son, Eugene Pearson, of Spokane, Wash.

Funeral will be held on Sunday at 2 p.m. from Blainmore United Church, with Rev. R. Magowan of Coleman officiating and Caplan's Funeral Home directing. Interment will be made in Blainmore cemetery.

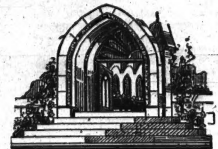
The Graphic joins the many friends of the family in extending heartfelt sympathy.

Mrs. Mansell of Blainmore is spending a week visiting Mrs. J. C. Atkinson at Hillcrest.

Mr. A. Vejprava and son Roy left for Vancouver on Sunday to join Mrs. Vejprava and two younger children. The family will return home at the end of this month.

Mr. Mike Botek of Blainmore met his wife Maria at the airport in Lethbridge on Wednesday, who flew here by TCA from Czechoslovakia. He has not seen his wife for 20 years.

Mr. and Mrs. Jas. Fisher Sr. and son Gordon, of Bellevue, have left for a few weeks' holiday at Oakville, Ontario, the guests of her son-in-law and daughter, Mr. and Mrs. C. Daubney.



"Serve the Church that the Church May Serve You"

CENTRAL UNITED CHURCH, BLAINMORE
Rev. T. R. Haythorne, Minister

Services Sunday next:
11:00 a.m., Senior school.
2:00 p.m., Junior school.
7:30 p.m., Public Worship.

ST. LUKE'S CHURCH, BLAINMORE (Anglican)
9th Sunday after Trinity.
Rev. A. S. Dewdney, M.A., B.D., Rector.

Holy Eucharist 11 a.m.

SALVATION ARMY, COLEMAN
Lieuts. E. Burkholder & R. Chapman Officers in charge.

Sunday services:
11 a.m., Holiness meeting.
12:15 noon, Sunday school.
7:30 p.m., Evangelistic meeting.
Tuesday:
7:30 p.m., Women's meeting.
Thursday: 8 p.m., Midweek service. All welcome.

THEY'RE EVERYWHERE! More people buy and enjoy Maxwell House than any other brand of coffee in the world at any price. It's economical to buy the best in coffee!

1299 Delegates to Liberal Convention August 5-7 Will Choose New Leader, Build New Party Platform

OTTAWA—To elect a new leader of the Liberal Party, and to build a new party platform, 1299 delegates with 540 alternates will come here from all over Canada for the third national Liberal convention to be held August 5-7.

The delegates who vote on questions put to the floor will, in a sense, represent the twelve millions of people of the Dominion. The delegation which will vote will comprise all Liberal M.P.'s and men and women who were Liberal candidates of the last federal election. There will be 732 delegates proper from the constituencies in the nine provinces, and 735 alternates. The Senate will be represented by 62; provincial representatives will total 140; there will be 12 national and provincial Liberal association presidents. Representatives of provincial Liberal associations will be 12. There will be 27 from women's associations; 27 from young Liberal associations; 51 from university Liberal clubs.

Public and party interest, of course, will center upon selection of the man who will follow Rt. Hon. W. L. Mackenzie King as leader of the Liberal Party and as next Prime Minister of Canada. That election will be an out-of-the-open affair. Nominations will be thrown open and there will be no restrictions as to the number of people who may be proposed and seconded for the balloting. The balloting itself will take place on the last day of the convention and will be accompanied by every known device to insure that the votes truly express the free will of the delegates. The ballot forms were printed two weeks ago and upon their arrival were stored in a safety vault by a group of officials of the National Convention Committee. Just before the balloting is due at the convention, these ballots will be taken from the vault—again by several officials of the Convention Committee—and



transported under guard to the Convention to be held in Ottawa, August 5-7, will decide who shall succeed Rt. Hon. W. L. Mackenzie King as leader of the Liberal Party. The printing, collecting and stitching of these ballot papers necessitated special measures to insure protection of the documents which later were transported to a safety vault in Ottawa, there to be taken under guard to the floor of the Convention for use by 1299 delegates.

August 5—Registration; Convention opens; official address of welcome; election of Convention officials; appointment of committees; adoption of rules of procedure; speeches by representative Liberals; committee sessions. August 6—Reports from committees; speeches by representative Liberals; general business; election of scrutineers and tellers. August 7—Reports from committees; speeches by representative Liberals; reading of rules governing voting procedure; reporting of nominations of candidates for Party leadership; election of Liberal leader.

COWLEY HAPPENINGS

H. C. Morrison of Calgary was visiting old friends in and around town this week.

Mr. and Mrs. Dave Simpson and family returned home Friday from taking in the Stampede at Cardston.

Mr. and Mrs. R. J. Day left Wednesday by train for a two-week visit with friends in Vancouver, B.C.

Walter Knight of Victoria, B.C., was renewing acquaintances here on Friday of this week.

D. M. McIsaac, accompanied by his son Earl of Calgary, are holidaying in the village this week, guests of Mr. and Mrs. F. A. Tustian.

Mr. and Mrs. Ed. Hewitt of North Fork have returned home after attending the Calgary Stampede and paying a visit of a few days with their son-in-law and daughter, Mr. and Mrs. Jack Peterson, at Heketh, Alta.

Mrs. Cyril Richards and her small daughter of Pincher Creek are holidaying at the parental home of Mr. and Mrs. Albert Cleland, while Mr. Richards is at Edmonton marking departmental examination papers at the University of Alberta.

A son, Garry, was born to Mr. and Mrs. Ralph Cleland in St. Vincent's hospital at Pincher Creek on Friday, July 16. Congratulations.

Mike Nemeth, a nearby farmer, didn't overlook a good thing when he undertook to put up the hay on the vacant lots in town. A volunteer crop of bronze grass, which made rapid growth during the wet spring, with some of it measuring seven feet high, will supply Mr. Nemeth with around twenty tons of nourishing feed for his live stock this winter.

Two inches of rain fell over this district on Monday and Tuesday of this week. This added bit of moisture is much welcomed by the farmers and practically insures a heavy yield of grain.

Mr. and Mrs. Frank McDonald of Maycroft left their home when the silver wedding of Mr. and Mrs. Jack Douglas, also of Maycroft, was celebrated on Wednesday, July 14. A buffet turkey dinner was served to 38 guests, including relatives and friends, with those from a distance being Mr. and Mrs. M. McClay; Pearl and Mal-

Life Insurance Companies Pay \$31 Million

Toronto, July 23.—Nearly \$31,000,000 was paid to the beneficiaries of policyholders in death and accidental claims by the life insurance companies operating in Canada during the first five months of the current year.

In announcing the figures, the Canadian Life Insurance Officers Association said that the figures were based on data supplied by companies doing more than 90 per cent of the business in Canada.

Beneficiaries under 10,694 ordinary policies were paid \$23,424,843, while those under 13,656 industrial policies were paid \$3,207,474. At the same time payment of death claims totalled \$3,176 group certificates totalled \$4,282,000.

During the month of May alone, the Association also reported that death and accidental claims were more than five and a half million dollars, 1,874 ordinary policies accounting for payment of \$4,303,093; 2,422 industrial policies for \$600,726, and 486 group certificates for \$751,967.

In the five-month period on ordinary policies amounted to approximately \$2,200; on industrial policies to \$250; and on group certificates to \$1,350.

"Here is an illustration of life insurance in action," said W. M. Anderson, association president, commenting on the report. "The foresight of the policyholders during their lifetime guaranteed that their dependents would not be left completely destitute upon their deaths."

Total benefits under death and accidental death claims, married endowments; disability benefits, annuity payments, surrender values and dividends to policyholders for the five-month period were \$80,340,613, while during the month of May they were \$14,886,079.

coln, of Calgary, and Mr. and Mrs. H. Long and small son, of Springfield, Idaho. The honor guests were presented with a chest of silver, linen table cloth with matching serviettes, a chenille bedspread and a dinner set of fine chinaware.

Les Emerson Seriously Injured

Mr. Les Emerson met with a bad accident this morning when he was doing electrical work in front of the Chappell home and the pole on which he was working collapsed with him.

He was rushed to the Blainmore hospital for medical attention. There were no broken bones and Les is resting favorably in the hospital.

S. Pearson Nominated S. C. Candidate Here

Stanley Pearson, of Pincher Creek, was nominated the Social Credit candidate for Pincher Creek-Crows' Nest constituency in the August 17 provincial general elections. He was chosen at a nominating convention held at Lundbreck last Saturday and succeeds E. O. Duke, member of the district who is retiring to live in Victoria.

Coal Production in Alberta Down

A dispatch from Ottawa this week states that production of coal in Alberta for the first six months of 1948 was approximately half a million tons below that of 1947.

Officials there said that the fall in production was chiefly due to floods and lack of cars.

Somewhat the same situation occurred in British Columbia, where production was down from 854,512 tons for the first six months of 1947 to 638,995 for the first six months of this year, a drop of 215,517 tons.

Total Alberta production for the first six months of 1948 amounted to 3,440,931 tons as compared with 3,927,972 tons for the first six months of 1947.

THE SPOILER

(With apologies to the author of "Trees")

I think that I shall never see
A man so sublime as he
Who leaves his campfire ere it's out
And throws his burning butt about

A man who lives for just today
And burns the forest, come what may
A man who haunts 'tween dusk and dawn

And catches fish that went to spawn
Who kills a deer for killing's sake
And leaves it for the wolves to take
Who overtraps a beaver house
And in 'closed season shoots ruffed grouse.

A man who goes his selfish way
And cares not who must sometime pay

For all the devastation wrought
By him; who never had a thought
For those whose heritage he'll spoil
To whom he'll leave just rock and soil.

By M. V. Gillard, in Sylva.

Mr. and Mrs. J. Wolstenholme and Mrs. C. Fraser are visiting in Nelson and other B.C. points.

Miss Gloria Riva is spending three weeks of her vacation with her uncle and aunt, Mr. and Mrs. A. Sgro, at Kimberley, B.C.

Following a visit of a couple of weeks at the parental home of Mr. and Mrs. J. J. Murray, Mrs. W. J. Rogers and young son John returned to Kimberley early this week.

Quite a number of local Elks will go to Fernie tonight, including the lodge's famous patrol team, where they will assist in reconstituting the Fernie Elks lodge.

R. C. "Dick" Old leaves tomorrow for Edmonton to attend the Dominion convention of BPOE early next week. Dick is a Grand Trustee of the Elks Grand Lodge.

The death of Archie McTeer in Calgary on Monday brought memories of hockey in the Pass, centering on 1922, when he was a member of the championship Blainmore club.

Mr. and Mrs. Jim Gilmar and their daughter-in-law, Mrs. Les Gilmar, returned on Thursday morning's train from a vacation at Great Falls, Montana. They visited with Mrs. J. Gilmar's sister while there.

Governor General on Holiday at P.E.I. Park

His Excellency the Governor General of Canada, Viscount Alexander of Tunis, together with Viscountess Alexander and their children, are spending about two months in Prince Edward Island National Park. The Vice Regal party, guests of the Province of Prince Edward Island, are in residence in the Dalvay Beach section at the eastern end of this delightful park.

Prince Edward Island National Park extends for nearly 25 miles along the north shore of the island province, facing the wide Gulf of St. Lawrence. The summer temperature is near ideal and the water temperature comfortable for bathing. Miles of broad, sandy beaches, beaten smooth by the constant action of the surf, are a feature of this park. Close to the spot where the Governor General and his family are holidaying is nearly a square mile of woods, including a forest nursery maintained by the park administration. Two tennis courts and a bowling green are available nearby.

Near Cavendish Beach in the western section of this park is one of the finest golf courses in eastern Canada. The Green Gables golf links present a pleasing combination of seaside and inland landscapes. It is laid out over the terrain surrounding Green Gables farmhouse, immortalized in the stories of Lucy Maud Montgomery. Many of the places mentioned in her books have been included in the layout of the course.

The Truth About Profits

Certain labor leaders are repeatedly telling the public that huge company profits are the cause of soaring living costs.

There appears to be a set policy back of this dust-in-your-eye campaign. Could it be that these same agitators, sensing economic trouble ahead, are trying to turn attention from their own contribution to higher prices? They have been responsible for waging; for heavy production losses through the strikes they have engineered. These factors, plus withdrawal of subsidies paid for by the taxpayer, are star performers in the rise of prices.

Sweeping claims that shareholders and managements are fattening at the consumers' expense are dangerous distortions of fact.

The total of profits is up because more capital has been invested; volume of business has increased. But the total wage bill is up vastly more than profits.

The sounder type of labor leader knows that individual enterprise could not function without a profit. Only by profits can the losses of poor years be absorbed, expansion provided for, jobs maintained and new opportunities provided.

Without profits the whole structure would collapse, and labor would suffer most.—Canadian Printer and Publisher.

Mr. Steve Catonio is spending his vacation with his dad and brothers.

Canada's Coal Reserves

WHILE CANADA IS FORTUNATE in having rich reserves of coal, much of it located in the West, this, like some of our other natural resources, has not yet been fully developed. There is always considerable public interest, however, in the possibilities of making more extensive use of Canadian coal. At present, Canada's yearly coal consumption amounts to some 47,000,000 tons. Of this 17,000,000 tons are produced here, while the remaining 30,000,000 are imported from the United States. There is little doubt but that the full requirement could be produced here, although there are many factors which enter into the consideration of this possibility. At present, Canada's great industrial areas are mainly centered in Ontario and Quebec, which are situated nearer to the coal fields of the Eastern United States than to those in Alberta.

West Could Be Developed

The long distance which coal would have to be brought to these industries from the West, is no doubt one disadvantage which would have to be given consideration in any plan for making greater use of Canadian coal. It has, however, often been suggested that the West might be more highly developed industrially, eliminating the need for transporting so much coal across the country. It has also been suggested that, if some means could be found of cutting down the cost of transportation, expansion of Canadian coal production might be used as a foundation for a great steel industry, utilizing the rich ore deposits in Labrador, and North Western Ontario. It is estimated that Canada's coal reserves probably amount to 100,000,000 tons and Alberta is now thought to have 15 per cent. of the world's known coal deposits.

Great Promise For The Future

Interest in this subject was heightened recently when Sir Albert Braithwaite, a prominent British industrialist visited Canada. Three hundred engineers, employed by the interests he represents, surveyed the Alberta coal fields, and Sir Albert expressed great enthusiasm for the possibilities reported as a result of this survey. Because of the present economic situation, British capital cannot be taken out of the country to be used here, otherwise the visiting industrialist would have been willing to undertake strip mining, a technique which has been found to be very successful in Great Britain and the United States, in the Alberta coal fields. To develop Canadian coal mining to its full capacity would involve many considerations. Large capital expenditure would be necessary, as well as subsidies and guarantees of markets, which would necessitate government participation in the project. At present there appears to be little prospect of any great expansion in coal production here, but there undoubtedly are great possibilities for the future of this industry, in Alberta as well as in the coal fields of Saskatchewan and in the Maritime Provinces.

For Eczema—Skin Troubles

Make up your mind today that you are going to give your skin a real chance to get well. Up to any good drug store and get an excellent bottle of **Montez Eczema Ointment**. It's the only ointment that's been proven to cure eczema in a matter of days because it is highly concentrated.

The very first application will give you relief—the itching of eczema is quickly stopped—eczema dries up and soon the skin is very dry. The value is true of itching, rashes and freckles. It's a little of this and a little of that. Remember that **Montez Eczema Ointment** is a cream, ointment, or powder. It's the only one that does not stain or leave a greasy residue. Complete satisfaction or money back.

Measure Fatigue Of Car Drivers

EVANSTON, Ill.—Psychologists at Northwestern University are conducting a series of tests to measure driver fatigue. Using students as subjects, the psychology department will determine how long a man can stay behind the wheel of a car without getting tired.

The results of the experiment will help build a better car of the future, it is believed. Dr. Robert H. Seashore said that even in the car of today, "some subjects, in preliminary tests, were found really to relax behind the wheel."

IT HAD ONE FAULT

A young author sent a manuscript to an editor with a letter in which he stated, "The characters in this story are purely fictional and bear no resemblance to any person, living or dead."

A few days later he received his manuscript with the penciled notation: "That's what's wrong with it."

Bjorn, a Norseman was probably the first European to reach the American continent—in 986.

Adequate Nutrition Held Best Defence Against Tuberculosis

MONTREAL.—The best way to prevent tuberculosis is through adequate nutrition, Dr. Leo Ladouceur, superintendent of the tuberculosis division of the Montreal Health Department, said in a radio address. "We can state," he added, "with sufficient proof, that nutrition prevents tuberculosis by keeping at its maximum the resistance of the organism."

There was evidence, he said, that even in a land of plenty like Canada, diet was far from satisfactory in many families. "To eat plenty is not enough, we need particularly a great variety of foods necessary to the physiological functions of the organism. If we neglect these principles, the body resistance will go down or will disappear and allow tuberculosis infection to find place in the organism."

"Products from the country garden or the orchard should be eaten as much as possible in fresh condition or half cooked, during summer and fall. Raw fruits and vegetables provide the vitamins necessary to maintenance of good resistance. The preserving process of light cooking lowers the vitamin content, but does not destroy them entirely. On the contrary, lengthy cooking, as in making jam, destroys them all."

In proof of the effect of nutrition on tuberculosis, he cited the case of Denmark in the First Great War. "In

Increase Seen In European Grain

WASHINGTON.—Present indications are that Europe, outside of Russia, will produce 14,000,000 more long tons of bread grains (wheat and rye) this year than last.

The Department of Agriculture's office of foreign relations estimated this year's production at 54,000,000 long tons. This compares with the extremely short 1947 crop of 40,000,000 tons and the pre-war average of 62,000,000 tons.

While the estimate did not include Russia, the report said present prospects are for another good crop there. Russia harvested 42,000,000 tons of bread grains in 1946 and increased production in 1947 to 48,000,000 tons.

Some countries may be able to abandon bread rationing and others to increase their rations, the report said. To permit this, however, European production must be supplemented by imports.

FISH CO-OPERATED WITH LUCKY SPORTS WRITER

SEBAGO LAKE, Me.—There's nothing to fishing when the fish co-operate, says Ernie Tucker of Beverly, Mass.

Tucker, an outdoor sports writer, related the story of his fishing recently, a three-pound landlock salmon he was playing was pushed into his landing net by a 10-pounder which then leaped into his boat.

FED WITH SALT WATER
The saltiness of the Great Salt Lake in Utah is caused by accumulation of mineral salts washed into it by rivers. The water evaporates but the salt remains.

Largest glass container plant in the world is located at Alton, Ill.

More Secrecy Urged For Super Weapon

1916, due to high prices offered on foreign markets, the home consumption of Danish milk products dropped considerably. In 1917 tuberculosis mortality there rose 25 per cent. above previous years. At the end of 1917 the blockade put an end to those exportations, and in 1919 tuberculosis mortality fell to its pre-war level.

Since foods have to be preserved for consumption during the unproductive section of the year, he urged that preservation should be done on the most scientific basis so as to destroy as little as possible of certain easily destroyed elements necessary for good nutrition.

CANBERRA.—Vital progress has been made along lines of research that could produce a super weapon.

The weapon is understood to be a guided missile capable of carrying an atom bomb an immense distance. The British government is urging more stringent secrecy requirements of scientists associated with the rocket range project in central Australia.

The sun's surface area is 12,000 times that of the earth.



REFUSED LICENSE FOR NEW HOTEL, SO MOVES OLD ONE AT COST OF \$5,000—Obtaining liquor license "the hard way," is A. L. Normandine, owner of this hotel at Balzac, Que. Provincial liquor board refused him license for new hotel he planned to build and ruled if he sold present building, license would have to go with it. So Normandine decided to move hotel one mile to new highway at cost of \$5,000.

FUNNY And OTHERWISE

Centenarian: "Yup, I'm 100 years old, Bob, and I'm proud to say I ain't got an enemy on earth."
Reporter: "That is a very beautiful thought, sir."
Centenarian: "Yup. Last one died 'bout a year ago."

"That young doctor is certainly a fast worker. He took her tonsils out. Then he took her appendix out. Now he's taking her out."

Bertie D'Gote: "When old Gold-bag married Flo, why did she say she was only 24?"
Sylvia: "Well, you see, she made a discount for cash."

A Negro injured in a motor accident, died, and the insurance adjuster called to investigate. "Did George Washington Johnson live here?" he asked the woman who came to the door.

"Yassah," he replied, sobbing. "May I see the remains?"
Drawing herself erect, the widow replied: "I'm de remains."

Visitor: "You don't mean to tell me that you have lived in this out-of-the-way place for over 50 years?"
Inhabitant: "I have."

Visitor: "But, really, I cannot see what you find to keep you busy."
Inhabitant: "Neither can I—that's why I like it."

He: "Say, who is that funny-looking fellow who drives your car and works around in the garage?"
He always frowns at me whenever he sees me here."

She: "Oh, don't mind him. That's only father."

"I've been a good husband to you for the same day in and day out."
"No, day in and night out."

"Any kidnappers in Crimston Gulch?" asked the Crimston policeman.
"Two," answered Cactus Joe. "Where are they?"
"That's a secret. We're holding 'em for a ransom."

"Mummy, where did yesterday go?" said St. Catharines youngster puzzled.
"Mummy was temporarily stuck for a reply, and then began: 'Well, last night you went to bed, and when you woke up this morning it was today, and yesterday was gone.'"

"Well—if I hadn't gone to bed would it still be yesterday?"

"Sorry to put you to the trouble of fetching water specially for me," said an English tourist, who had ordered whisky in a Highland inn.

"Nae trouble at all," replied the host. "I always keep a drop on the premises in case of fire."

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FLIER SURVIVAL SUIT NO MAN FROM MARS—F.O. Don Freeborn looks like the mythical "man from Mars" following the latest U.S. "survival suit" for airmen. It is just one of fantastic garments designed to counteract great temperature variations and other problems in flying of the future.

Chances Of Living Longer Better

The chances are fully two out of three that a young man now starting his working life in the U.S.A. at the age of 18 will live to his retirement age of 65. The chances for his father and his boss surviving to their retirement at age 65 are good, too.

A 45-year-old man today has 70 in 100 chances of reaching age 65 and the chances for a 55-year-old man are 78 in 100.

These chances for reaching the retirement age of 65, calculated by statisticians of a well-known life insurance company, reflect the marked decline in mortality in the United States since the turn of the century.

In 1900 the young man of 18 had only 51 chances in 100 of surviving to age 65.

A woman's chances of surviving to old age are even better than a man's. More than three-fourths of the women now under 65 will live to attain that age.

The woman of 45 today has better than 80 in 100 chances of living to 65 years, and the woman of 55 today has 86 in 100 chances of celebrating her 65th birthday.

Currently, the life insurance company's statisticians state, "white men who reach age 65 can expect to live an additional 12½ years, on the average. For white females there remain an average of 14½ years."

YOUNG INVENTOR
Guglielmo Marconi, famous Italian inventor and a rich man's son, discovered wireless telegraphy when he was only 21 years old, in 1895.

PLAN TO COMBAT RODENTS HAMPERED BY FOOD SHORTAGE

The proposal to send an "American expeditionary force" of cats to Europe poses more problems than meet the eye. The Old World could certainly use more cats. It has the "Help Wanted" sign out for a million of them to help combat the rats and mice which are devouring scarce-needed food.

But the big catch is that a feline "A.E.F." would impose a fresh drain on Europe's available food supplies. Contrary to widespread belief, cats don't kill rodents for their daily rations. And there is no way to order cats after rats or mice when they are not in the mood.

Cats have seen active military service. During World War I the British conscripted half a million. A small detachment was detailed to submarine testing service, and the remainder saw duty in frontline trenches.

Their sensitive noses detected poison gas long before the human nose was aware of it. They also helped to keep down the rats and mice in the soldiers' living quarters, and doubtless provided much-needed entertainment in leisure moments.

Provided the food problem can be overcome, a force of sturdy American cats could do much toward building up the depleted cat population of Europe.

4,211 British Wed German Girls
HERFORD, Germany.—A total of 4,211 British personnel in Germany have married German girls up to the end of May, a control commission spokesman said recently. They included 311 control commission officers, 61 army officers and 3,839 men.

TURKEY ENTERTAINED AT CHRISTMAS DINNER
LONDON.—Lesley, a one-year-old turkey, sleeps on a sofa, drinks tea and coffee and goes for walks on a lead.

The Jeffries family of suburban Purley became so fond of her they hadn't the heart to eat her for Christmas. Instead, she took her place at the festive board, decked in a paper hat and red ribbon.

SMALL MACHINE CAN DETECT DEADLY GAS
CHICAGO.—Development of a small machine about the size of a portable radio that can detect tiny quantities of deadly carbon monoxide gas in the air was announced. The machine registers the amount of gas on a meter. It also has an electric warning system.

Remember that stomach flu, summer complaint; dysentery or any infection of the bowels, may predispose to a polio infection.
Be on the alert for symptoms. Any infection during a polio epidemic season should be viewed suspiciously until proven not polio.

Call your doctor or local health authorities if suspicious symptoms do occur, or when in doubt.

ROLL YOUR OWN BETTER CIGARETTES WITH

DAILY MAIL CIGARETTE TOBACCO

IF I BUY ALL THIS STUFF I'LL BE A SPECIAL TRIP FOR ME. YOU'RE GOING TO GO IN FOR MYSELF?

IT IS A BIG LIST, BUT IT'S NOT AS IF YOU WERE MAKING A SPECIAL TRIP FOR ME. YOU'RE GOING TO GO IN FOR MYSELF?

I WAS GOING TO THE BANK TO DEPOSIT SOME MONEY.

—By Les Carroll

PIMPLES AND BLACKHEADS

Quickly helps to clear up these blemishes leaving skin soft and smooth. Proven over 30 years.

Dr. Chase's Ointment

THE TILERS
OH, PAW, WAIT A MINUTE!

AS LONG AS YOU'RE GOING INTO TOWN, WILL YOU GET A FEW THINGS WE NEED? I'VE JOTTED THEM DOWN.

WHAT A LIST!

IT IS A BIG LIST, BUT IT'S NOT AS IF YOU WERE MAKING A SPECIAL TRIP FOR ME. YOU'RE GOING TO GO IN FOR MYSELF?

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FARMING IS THE BASIC INDUSTRY OF CANADA

The following is part of an article written by Harold M. Morris, M.A., a member of the Vocational Guidance section of the Province of Quebec Psychological Association, who ran a series of occupational descriptions in The Montreal Star in the hope that high school girls and boys may be able to survey vocations in the world of work:

IN CANADA, farming has always been a basic industry. Over one-third of its total population derives its livelihood from the soil or live on a farm. There are over 1,500,000 farmers or farm workers living on over 700,000 farms. Farming today, whether measured by income, production or number of persons employed remains one of the most important, if not the most important, industries in Canada and the world.

The duties of the farmer vary a great deal depending upon the type of farming carried on, the size of the farm, the location, the weather and many other variable factors. A typical general farmer has some live stock on a farm of from eighty to one hundred and sixty acres, and raises a variety of crops. He plants, cultivates, ploughs and harvests several crops each year, varying his selection of crops as he thinks it may be most profitable for him from year to year. A general farmer also includes truck crops (vegetables), some fruit and nut trees and patches of berries among the things he raises. In addition his combination of crops may include anything that can be raised on a farm. To provide meat, milk and eggs for the family table, he usually keeps a few pigs, a cow or two, and a flock of hens. The general farmer obtains almost all of the family's food from his own farm.

Duties In Detail
A few of the more specific duties which a farmer must do include: plough either with horse or tractor; decide on amount and kind of fertilizer to use; seed or plant crops; hoe roots and vegetables; cultivate; cut, rake, load and stack hay; control insect and plant diseases; cut and thresh grain; milk cows, rear calves, feed and care for calves and take care of the huge variety of things to be done on a farm. In addition, the farmer must be a business man since farming is a business day, and he must keep records of his expenses and income, manage his finances and plan in advance on the market for his product.

Farming is a hard job which requires brains as well as brawn. There is no such thing as staid hours of work. Farming is a seven day a week job. Since the farmer is dealing with a variable product which is dependent upon such things as seasons, weather and the whims of Mother Nature, he must be ready at any time of day or night to work in the fields or assist in the dairy.

Although many farms are now equipped with modern devices, there are still many in which the conveniences of running water, electricity, modern bathrooms and heating systems. Modern machinery has eliminated much of the heavier work on a farm, although not all farms have this machinery available. Even with this machinery however, there are still many jobs which require long hours of arduous labor. The work is varied from season to season and from day to day. Most work is out of doors, but many chores, particularly on a dairy farm, also require several hours of work indoors.

Qualifications Of A Farmer
Since farming requires physical soundness, strength and endurance, good health is a prime prerequisite. A farmer must also have a certain love for nature and the out-of-doors. This love must be a practical one, and not an artistic or poetic love. It must arise from an understanding of nature. The same holds true for the love of animals; it must be practical and not esthetic. It is no longer true that just any-

one can operate a farm. A farmer must have average or above average mental ability. He must be able to grasp the technical problems of farm management. He must be able to read and study new and changed methods of farming. Intelligence is needed to farm successfully. Good judgment and practical business sense is also a must if he is to make practical plans for producing and marketing. He must be able to figure out where his profits lie and where his losses are incurred.

A person should not consider farming unless he is systematic, thorough and conscientious, for that very often spells the difference between a profit and a loss. A systematic person is needed, for throughout the year careful planning of time and labor is necessary, and accounts must be kept regularly. Thoroughness and conscientiousness is needed, for it is not sufficient to plant a garden; it must be cared for regularly, understood, and handled with skillful workmanship.

Government officials have pointed out from experience with the Veterans' Affairs Act that the study of the farmer's wife to farming is a most important factor.

Farming provides the opportunity for a healthful outdoor life, away from the smoke and grime of the city, with plenty of fresh air. It is a healthful life, for the study of health. The work is seldom monotonous as there is always a great variety of jobs to be done. It is interesting work especially if one likes to work with the soil and with animals. The personal and household expenses are small, and the income, inasmuch as most of the food and shelter is provided for. As a rule farmers live well when compared with city dwellers of the same income. Farming also offers a definite security of employment; there is no danger of losing one's job or of being laid off for old age. Farmers have always lived the most independent of lives, and are provided with the opportunity for stimulating experiences. Success is more certain in this occupation for the qualified "industrial worker" than in many other types of work.

On the other hand, though, the farmer is exposed to all kinds of weather, very long hours of work and more days a week than most other types of work. A certain amount of capital is needed before one can embark on this career, and there is a minimum of social life, often he must work alone and like it. Income is much more irregular than in other occupations, due to fluctuating climate, over production and sale of products. There is also the constant risk of crop failure, drought, animal diseases and changes in market prices. Those who will want to take a yearly vacation will find farming very unsympathetic, as vacations are practically impossible and come very seldom.

What The Future May Hold
It is difficult to say how the farmer will fare in the future. Until just recently there has been a shortage of farms and farmers, and many ex-

"MISS EUROPE"—"Miss Europe" is the title won by Jacqueline Donny, 20, a Paris model who represented her country as "Miss France" in the competition held at the Casino de Engelen-Bains, near Paris. Beaux from all over Europe competed.



HEALTH LEAGUE OF CANADA presents TOPICS OF VITAL INTEREST

SAYS EDUCATION FOR RESTAURANT HELP NECESSARY
Regulation plus education is essential if high standards of sanitation are to be the rule in all public eating places, it is stated by H. Cecil Rhodes in an article "Regulation plus Education equals Sanitation" in the current issue of Health, official magazine of the Health League of Canada.

The author, who is Director of the Health League's Division of Community Health Services, states that regulations are useful only if they are taken seriously by those concerned. Regulation alone had proved inadequate because of a widespread tendency on the part of restaurant operators to ignore, or not insist upon strict observance of some of the requirements, and because they generally were not enough inspectors available to do the necessary checking.

Mr. Rhodes expresses the opinion that "voluntary application of good work practices, brought about by knowing why such practices are good and desirable, will assure more satisfactory observance of the regulations." These regulations were made necessary because, from the public health point of view, restaurant sanitation is a serious matter.

It is stated that the value of practical health education programs for restaurant employees is rapidly receiving acceptance in Canada. The author describes a plan, available to any community or group in the Dominion, developed by the Health League when it decided to tackle the restaurant sanitation problem through educational processes.

Training, its rights on careless foodhandling practices, the League decided to direct its efforts toward the more obvious and easily corrected faults, such as:

Careless handling of food with unclean hands, unsanitary dishwashing methods; exposure of food to dust, flies and rodents; unhygienic service practices (such as fingers on drinking edge of cups and glasses, and thumb in soup); sub-standard personal hygiene; inadequate or inefficient cleaning methods; and unsanitary preparation and storage of food.

per has stated that there cannot be too many people training to become farmers. Lately there has been a "back to the farm" movement, and it is becoming increasingly difficult to obtain a productive farm. However, throughout the ages farming has offered opportunity, security and satisfaction to countless thousands. It is the consensus of opinion that it offers the same opportunity to qualified members of the present day generation.

PROTECTIVE WELL CRIBBING

DIGGING a well should not be undertaken without adequate protection for the man doing the digging at the bottom of the well. Such protection can be provided by means of circular wooden cribbing, made smooth on the outside so that it will slide down into the excavation as the digging proceeds, protecting the man doing the work. We are publishing this article for E. S. C. B.C.

This cribbing is made by nailing narrow boards of rough lumber to the outside of circular rings made out of lumber. The wooden rings are made of short pieces of inch lumber, seven or eight in number, the diameter of the crib desired; then two thicknesses of these rings are nailed together so as to make a solid ring or hoop, as shown in the accompanying illustration. These built-up hoops are spaced at intervals of 3 or 4 feet, and are 10 or 12 feet long, usually depending on the size of each single crib. When the well is completed this cribbing will serve for several years until the well is thoroughly tested. When it has proved itself it should be lined with more permanent material.

It is usually satisfactory to use wood for cribbing, though it is advisable to avoid cedar or pine as these woods may taint the water for at least some little time.

If quick sand or other material is reached which runs into the excavation as fast as it is removed, special measures will be necessary to complete the well so as to secure a satisfactory supply of water. If the soil material is of a gravelly nature it is often satisfactory after the well has been excavated to as great a depth as possible—to drive a well-point into the bottom of the well and connect the pump directly to it. Sometimes two well-points are driven in the same well bottom and connected together by piping to a single suction pipe for the pump. This provides double the capacity of one point and usually makes for a more satisfactory water supply.

Conditions under which underground water is located are varied and it would indeed take a large book to cover all the exigencies that have to be met. However, under average conditions it is likely that, by using cribbing to prevent caving, a satisfactory supply of water may be secured by digging a well and cribbing it as illustrated.

Sometimes, when water is reached in, quicksand it is best to make a hole to hold back the sand, and let the water come through. A good filter can be made by using two cylinders of heavy sheet metal, one inside the other, which are sunk as deeply as possible in the bottom of the well. The cylinders should be about 5 feet long and should be allowed to project above the well bottom farther than the level to which the sand is likely to rise. The outer cylinder should be about 2 feet in diameter, without a bottom. The inner cylinder would then be made 12

or 14 inches in diameter with a tight bottom. The lower half of the walls of both cylinders must be perforated with quarter-inch drill holes to permit water to enter, and, where the quicksand is very fine, it is advisable to cover the perforated portion of the outer cylinder with fine brass gauze soldered securely at the edges.

When the cylinders are ready the outer cylinder is forced down into the well bottom by loading it, being careful to keep it in a vertical position. The sand is then scooped out from inside the outer cylinder to the greatest possible depth and the inner cylinder quickly placed centrally in the outer, after which the space between the two is quickly filled with a well graded mixture of sand and gravel. If a pump is installed and kept going, so as to keep the water level in the well down, it is a help in installing the cylinders.



Well cribbing is easily built up on rings laminated from small pieces of wood cut to shape on a band saw. Narrow boards are used on sides.

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Sixteen Rules For Safe Driving

1. Always be alert. Let nothing distract your attention from your job of driving.

2. Approach pedestrians with caution. Be ready to make a quick, safe stop.

3. Always remain a sufficient distance behind the car in front of you to be able to stop safely.

4. Slow-moving vehicles must keep to the extreme right of the highway. They are an accident hazard, inviting foolish motorists to make dangerous passes.

5. When an officer signals for you to stop, drive to the extreme right of the highway and give notice of your intention to the vehicle which is behind you.

6. Always slow down before reaching a curve.

Take Your Corner
7. Instead of coasting around a curve, keep your car in gear and feed the gas cautiously.

8. Never jam your brakes. Best braking power is obtained by applying and releasing the brakes intermittently with a pumping motion.

9. Permit clutch to remain engaged in slowing down.

10. To insure safety, use the same gear in descending a steep grade as you would have to use to ascend it.

11. If your car starts to skid, keep it in gear and turn the front wheels in the direction of the skid.

Time To Ease Up
12. Never over-drive your headlamps at night. A good rule is to drive two-thirds as fast by night as you do by day. Sundown—slow down.

13. Keep your windshield clean. A dirty windshield is especially hazardous at sundown and at night.

14. Be on the alert at night for identification lights of trucks and busses. These indicate the presence of a large, slow-moving vehicle.

15. Never operate a car more than four hours with less than 30 minutes' relaxation, or more than eight hours with less than two hours' rest.

16. Keep your car under control while passing children who are walking or playing along the highway.

Early American colonists did not wear their crops until the Indians showed them how to do it.

X-X OUR CROSSWORD PUZZLE X-X

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Donald Ferguson and Gordon Bradley, of Winnipeg, returned to their respective home after spending two weeks' vacation with the latter's grandmother, Mrs. J. Radford Sr., at Bellevue. Miss D. Radford has also returned to Winnipeg after spending six weeks visiting her mother, Mrs. D. Ferguson of Winnipeg was also a guest of Mrs. Radford for a few days.

Mr. Parker of the Unemployment Insurance Commission, was in town this week on annual inspection duties.

Mr. and Mrs. J. Marcineu of Edmonton are spending a short vacation with the latter's parents, Mr. and Mrs. J. Gramacci, at Bellevue.

On Saturday afternoon last Mr. Bob Patterson, of Santa Maria, Cal-

ifornia, and his nephew, Alex Patterson, were out fishing near Lundbreck, when they noticed a cloud of smoke which seemed to be coming from the spot where Bob had parked his car. They ran over and found the car on fire. The car was almost completely

damaged by the fire that may have started from a short circuit.

Matthew Halton, of London, England, is spending three weeks in Pincher Creek with his parents, Mr. and Mrs. H. Halton. Family members

present to welcome Matthew were a brother James and family of Calgary; brother David and family and sister, Mrs. W. H. Moser, and family, all of Hillcrest; also a niece, Mrs. H. Jewell, with Mr. Jewell and their daughter, of Edmonton.

Weekly Business Review

THE BUSINESS FIRMS LISTED IN THIS DIRECTORY REPRESENT LIVE, UP-TO-DATE CONCERNS THAT INVITE YOUR PATRONAGE. THE SERVICE WHICH THEY OFFER IS OF THE BEST AND DEALING WITH THEM NOT ONLY GIVES SATISFACTION BUT ASSISTS IN HELPING THEM SERVE THE COMMUNITY BETTER. TRY THEM WHEN YOU HAVE NEEDS TO BE SATISFIED.

<div>F. M. Thompson Co.</div> <div>"The Busy Corner Store"</div> <div>Everything to Eat</div> <div>Everything to Wear</div> <div>Main Store, Phone 15 & 25</div> <div>Greenhill Store, Phone 28</div>	<div>SARTORIS MOTORS</div> <div>Sartoris Sartoris, Prop.</div> <div>INTERNATIONAL TRUCKS</div> <div>SALES & SERVICE</div> <div>McCOLL-FRONTENAC PRODUCTS</div> <div>Phone 100</div> <div>BLAIRMORE</div> <div>ALBERTA</div>	<div>Blairmore Motors</div> <div>Charles Sartoris, Prop.</div> <div>CHRYSLER & PLYMOUTH</div> <div>SALES & SERVICE</div> <div>IMPERIAL OIL PRODUCTS</div> <div>Phone 43</div> <div>BLAIRMORE</div>	<div>Thornton & Sons</div> <div>Hardware</div> <div>Furniture</div> <div>Sporting Goods</div> <div>Radios</div> <div>Radio Repairs</div> <div>Tinsmithing</div> <div>Furnaces Installed</div> <div>Phone 19</div> <div>Blairmore</div> <div>Alberta</div>		
<div>The Family Shoe Store</div> <div>"Quality Shoes and Hosiery"</div> <div>Headquarters for:</div> <div>GRACELINE SHOES</div> <div>FOR LADIES</div> <div>PARIS LOGGER and</div> <div>MINE BOOTS</div> <div>Phone 329</div> <div>BLAIRMORE, Alta.</div>	<div>Blairmore Pharmacy</div> <div>Gordon Steves, Prop.</div> <div>Your "REXALL" Store</div> <div>PRESCRIPTIONS CAREFULLY</div> <div>DISPENSED</div> <div>DRUGS — TOILETRIES</div> <div>Phone 110</div> <div>BLAIRMORE, Alta.</div>	<div>The Pass Beauty Salon</div> <div>Sophie Kubik, Prop.</div> <div>Specializing in Hair Styling</div> <div>and</div> <div>All Lines of Beauty Culture</div> <div>For Permanency in Permanent Waves</div> <div>Phone 216</div> <div>BLAIRMORE, Alta.</div>	<div>Blairmore Hardware Co.</div> <div>GENERAL HARDWARE</div> <div>CROCKERY</div> <div>SATIN-GLO and BAPCO PAINTS.</div> <div>Phone 142</div> <div>BLAIRMORE, Alta.</div>	<div>HARRY'S</div> <div>Red & White Store</div> <div>QUALITY GROCERIES</div> <div>FRESH AND FROZEN FRUITS</div> <div>VEGETABLES</div> <div>— Free Delivery —</div> <div>Phone 24</div> <div>BLAIRMORE, Alta.</div>	<div>The Blairmore Exchange</div> <div>W. L. Evans, Prop.</div> <div>NEW AND SECOND-HAND</div> <div>FURNITURE, Etc.</div> <div>Drop in and Look Around</div> <div>Phone 156</div> <div>BLAIRMORE, Alta.</div>
<div>OLIVER'S TRANSFER</div> <div>IMPERIAL OIL AGENT</div> <div>Distributor For</div> <div>ROYAL HOUSEHOLD FLOUR</div> <div>PURITY FLOUR</div> <div>Phone 149</div> <div>BLAIRMORE, Alta.</div>	<div>SARTORIS LUMBER COMPANY</div> <div>Lumber from our own Sawmill</div> <div>BUILDING MATERIAL</div> <div>GENERAL CONTRACTING</div> <div>Mine Timber of All Kinds</div> <div>Phone 353</div> <div>BLAIRMORE, Alta.</div>	<div>Sartoris Lumber Co.</div> <div>The men who cut, and roll, and season, and turn into millwork the lumber stocks today live the romance of forest, river and factory. But aside from the adventuresome interest, the materials sold by the Sartoris Lumber Co. of Blairmore are guaranteed to stand the tests of time and construction. The Sartoris Lumber Co. is always pleased to be of assistance to builders and have in the past supplied construction material in all sizes and quantities for a number of large building projects throughout the community. The Sartoris Lumber Co. was established by Mr. Charles Sartoris, owner, in 1916. They operate five logging camps and five sawmills, supplying quality lumber from their own mills. Also associated with the firm over a period of years is Mr. A. M. "Sandy" Burnett in the capacity of office manager. Before building a home or commercial building, whether it be large or small, consult the Sartoris Lumber Co. They have had many years of experience in this business and are fully conversant with every detail. It has always been their aim to supply the best in construction materials and this firm welcomes inquiries on building lumber, etc.</div>	<div>S. L. Trono, Jeweler</div> <div>S. L. Trono, Jeweler, conveniently located in Blairmore, is one of the district's most popular establishments and under the management of the proprietor, Mr. S. L. Trono, who is a fully qualified jeweler and watch repairer. Many customers find just what they have in mind at this store, or Mr. Trono quite often will have a timely suggestion that has solved many a problem, especially at the Christmas season. This is possible only because Mr. Trono knows his business. Nationally advertised lines are carried and a large selection of novelty jewelry awaits the patrons of this progressive establishment. Silverware is becoming more plentiful, and with rings in much demand, there is a wide choice. Fully guaranteed first-class work is assured in the repair department which is under the personal supervision of Mr. Trono, an expert who has spent many years in the business. Prices at S. L. Trono, Jeweler, are exceptionally low, coupled with quality at its best. Visit this old established local firm, which carries a complete line in jewelry at most moderate prices.</div>	<div>Cosmopolitan Hotel</div> <div>Wm. Rusnak, Mgr.</div> <div>THE PASS COMMERCIAL</div> <div>HOUSE</div> <div>Your Comfort is Our Concern</div> <div>Phone 183</div> <div>BLAIRMORE, Alta.</div>	<div>Crows Nest Pass Motors</div> <div>OLDSMOBILE and CHEVROLET</div> <div>SALES and SERVICE</div> <div>Goodrich Tires</div> <div>BLAIRMORE</div> <div>ALTA.</div>
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J. R. McLEOD, PUBLISHER

Blairmore, Alta., Friday, July 23, 1948

Safeguarding Freedom

Canada's rank and file seldom think
of a dictatorship arising to take away
freedom of speech and freedom of the
press in this country. The impression
prevails that "it can't happen here."

The brief sent to Ottawa in June
by the Canadian Daily Newspapers
Association indicates that the Press,
fortunately for the country at large,
share no such belief. Directed to the
attention of the Parliamentary Com-
mittee on Human Rights, the brief
asks for a law guaranteeing freedom
of the press in Canada. The Periodical
Press Association, representing the
nation's magazines and business new-
spaper, has made similar representa-
tions to Ottawa both last year and
again in February of this year.

Threats to press freedom have been
made in the past, and there is no as-
surance that in the future the people
of some province, or of the whole of
Canada, will not wake up some morn-
ing to find their freedom has been
lost over night. That it can happen
has been proved in many European
countries.

That press freedom in Canada has
been endangered is shown in the fol-
lowing examples:

1. The Alberta Press Act, 1937-38.
2. The British Columbia Special Powers Act.
3. The Quebec Padlock Law.
4. Legislation which permits certain

organized groups such wide powers
that the individual has no freedom of
action in advertising his merchandise
or services.

Dictatorship power comes into gov-
ernment or business in various ways;
sometimes it comes suddenly, some-
times it creeps in unobtrusively
and the people don't know it has ar-
rived till it is well established and
in operation.

Basic human rights are cherished
today in Canada, but have been lost
in many other countries, through such
devices as:

1. Discriminatory taxes, designed to
bring all newspapers under govern-
ment control.
2. Government control of agencies
handling the distribution of news.
3. Government power to discrimi-
nate without essential services
from newspapers offending the admin-
istration.
4. Withholding from offending
newspapers government-controlled
materials.

5. Legislation making criticism of
the Government — "libel on the Gov-
ernment" — punishable by fine or
imprisonment or both.

6. Refusal of licenses to publish
publications not friendly to the gov-
ernment in power; license of writers.
True, such press controls are in for-
eign countries — but the people of
some of these countries said: "It can't
happen here."

It could happen in Canada. To pre-
vent it happening, insofar as preven-
tion is possible, the Press seeks a con-
stitutional guarantee. It is a matter
that should be urged to a conclusion
by the Press. It is too important to be
shelved and permitted to die of

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You get it in Maxwell House
Coffee. This rich, mellow,
delicious coffee gives you
so much more for so little
more than you pay for
lower-priced coffees.

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In diversified wealth producing
products of the land; Alberta is today
the greatest of the Prairie Province.
It has great coal mines, great pro-
ducing and potential oil fields, and
natural gas in abundance.

Alberta has extensive mixed farm-
ing, along with extensive grain pro-
ducing areas. Its irrigation system in
the sunny south provides crop assu-
rance and makes possible a great and
growing sugar-beet industry.

Alberta contains within its borders
part of the eastern part of the Rocky
Mountains, famous for majestic scen-
ery, including Banff, Lake Louise
and Jasper Park.

Alberta is a great province with

EVERYBODY'S BUSINESS

by
Don Graham

Many men use too much nerv-
ous energy in their jobs. As a
result, their work suffers both
in quality and quantity. And they feel completely ex-
hausted at the end of the day.

The most important rem-
edy for this trouble is to avoid
undue rush and strain. Try to
smooth efficiency should be
the objective in all jobs.

If you work with your
hands, don't be a banger,
slammer and yanker. Use
only the energy each opera-
tion requires. If your job is
non-manual, try to remain re-
laxed as you work.

Emotional stresses, too,
create nervous tension. Try to
sidestep arguments, needless
worry and resentment.

Remember — "an ounce of
brain is worth a pound of
strain." So relax! Concen-
trate on improving your skill
and working methods. You'll
do more and better work!

No one can relax completely
if he is worried about his
family's financial future.
That is why millions of Cana-
dians own life insurance. It
is the most dependable way to
provide for the family's needs
under any and all circum-
stances.

a great future.

The foregoing is called from an ad-
vertisement of the Ault & Whorl
Co., makers of printing inks, in their
coverage of Canadian provinces.

Joe Atkinson, janitor of the Hill-
crest school, is spending a month's
holidays at the Pacific coast.

A Liberal nominating convention
will be held at Lundbreck next Wed-
nesday, July 28, to choose a candi-
date for the Pincher Creek - Crows
Nest constituency in the August 17
provincial elections.

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this special "get
acquainted" offer
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"CALGARY"**
(The QUALITY-TESTED Ginger Ale)

Good neighbors have one thing in common
when it comes to refreshment — everyone
agrees that "CALGARY" ginger ale is
better than ever. Quality tests in every
step of its manufacture assure you of
"Refreshment at its Best."
THE LEADER SINCE 1892

CALGARY
Ginger Ale



A Product of
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"fresh up" with Seven-Up!



You like it... it likes you!

**DON'T SEND TO
the U.S. or abroad
FOR GOODS UNLESS...**

... you have first consulted your nearest Customs
Office. The import of certain goods is now prohibited
in order to conserve our U.S. funds. If the article you
wish to buy is on this prohibited list, it will not be
allowed to enter Canada, even though you have
paid for it.

Don't be disappointed... Before ordering goods
from the U.S. or other countries, consult your nearest
Customs Office or write

Emergency Import Control Division,
Department of Finance,
Ottawa.

What to do for

SUNSTROKE

THE SIGNS AND SYMPTOMS ARE: the face is very flushed; the pulse quick and bounding; the breathing is difficult;
the patient develops sickness, faintness, giddiness, thirst; the skin becomes dry and burning. A very high temperature, stertorous breath-
ing and insensibility (either stupor or coma) may ensue.

TREATMENT:

1. If breathing is absent perform artificial respiration.
2. If breathing is present, lay patient on his back with his head turned to one side.
3. Raise the head and shoulders.
4. Remove the patient to a cool, shady spot, and strip him to the waist.
5. Sponge the body with cold water continuously, and apply ice bags to the head and spine until the symptoms subside.
6. Fan him vigorously.
7. When consciousness returns give Epsom or Glauber Salts, a tablespoonful to a tumbler of water.
8. Give drinks of cold water freely.
9. Give no food or fluids whatever by the mouth while the patient is insensible.

Suggested by

The Brewing Industry of Alberta

World News In Pictures



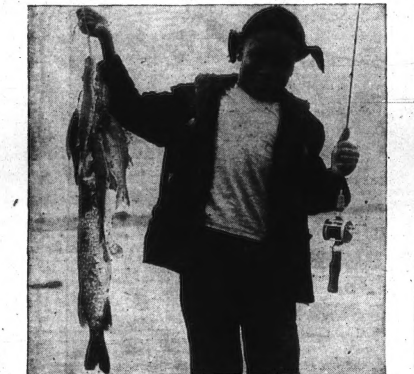
FAWN IS NEWCOMER TO ZOO—"Baby" hambi, aged seven days, is satisfied he is among friends in Nurse Diane Grimmer and four-year-old Bobbie Jewell at the Bristol, Eng., zoo.



TEXAS GIRL CHOSEN SWIM-HEALTH QUEEN—New titleholder and runners-up in the U.S. swim-for-health-girl are Corby Crowley of Dallas, Tex. (right); Wendy Wells of New York, second, and Lou Campbell of Sunbury, Pa., third.



FARMER-TRIES AID IN STRAWBERRY HARVEST—Hard at work are these four farmer-tries from Ontario and Quebec. From left they are: Betty Jolly, North Bay, Ont.; Madeline Dowe, Rouquels Falls, Ont.; Jeanne Gosselin and Yvette Perusse, both from L'Anson, Que. The berries will be cheaper as harvest nears its peak. "Everyone is pitching in" to make the harvest a good one, including Japanese Canadians and a few Indians.



"RIGHT SMART FISHIN' WEATHER" claims 10-year-old Salvador Senior, as he displays his haul. Montreal kids fish with hook and line along the banks of the St. Lawrence, and drag in heavy battles.



WELL FARM IN CANADA—A farm at Essex, Ont., is the aim of Dr. Daniel Ordean and his attractive sister, Eva, two of 36 displaced persons who arrived from camps in Germany. Eva, a Hungarian college graduate, fled her home in Austria to escape the Russians. Daniel was held for years in a concentration camp in Reich.



200 PITCH IN TO REBUILD BARN AFTER FIRE STRIKES—Community barn-raising is almost a thing of the past in rural Ontario, but Morley Battler, whose barn was destroyed by fire, found the spirit still alive in the Kitchener area. More than 200 friends and neighbors "dropped" in to help Morley build a new barn. Fifty-eight women got to work in the kitchen and here they wait to serve hungry helpers.

Preserving Fruits And Vegetables For Wintertime Use

Every homemaker realizes the convenience of well-stocked shelves of home-canned foods. It aids in giving a variety to every day meals, and "saves the day" when the unexpected guests arrive. Preserving can be simple if a routine is followed and seeing that all equipment is in good condition. Whether you are using the cold pack, the hot pack, open kettle method, or pressure cooker, rules should be followed closely. If you have a pressure cooker be sure that you have a manufacturer's book of instructions.

PROCESSES

Cold Pack Method

By this method the food is packed into sterilized jars while raw and cold, covered with hot liquid and partially sealed—then sterilized.

Hot Pack Method

By this method the food is subjected to a short precooking and packed hot—thus requiring shorter time for heat penetration and in some cases allowing more vegetable to be packed in the jar. With vegetables such as corn or greens the centre of the filled jar reaches sterilization temperature from thirty to fifty minutes sooner than when packed cold.

Open Kettle Method

While this method of cooking fruit with sugar in an open kettle is a common one it is not recommended for canning fruits and should never be used for vegetables. Jams and marmalades are done in the open kettle.

In canning fruits by the open kettle method wash them carefully and cook in sugar syrup until tender. Pack while boiling hot into clean hot sterilized jars, partially seal and process for five minutes. Then seal.

Uniformity of size and maturity makes a more attractive product. It is well to spend the extra time.

All Fruit and Vegetables should be thoroughly washed until all soil is removed. Lift them from the water instead of draining it off. A small brush is useful for cleaning Vegetable.

Such fruits as peaches, pears and apples should be dropped in a brine of 1 teaspoon of salt to 1 quart cold water as soon as peeled to prevent discoloration.

Pre-Cooking Or Blanching

This process consists of heating in steam or boiling water before packing. The purpose is:

1. To remove particles of sand or dirt.
2. To loosen skins.
3. To shrink greens, thus allowing closer pack.
4. To preserve color.
5. To allow products to be packed hot.

1. To loosen skins.
2. To shrink greens, thus allowing closer pack.
3. To preserve color.
4. To allow products to be packed hot.

A wire basket, large strainer or a square of cheese cloth may be used. Peaches, tomatoes, beets, carrots should be dipped in cold water after blanching but never let them stand in it more than a few seconds.

This may be done while the Fruits or Vegetables are being prepared. Wash in soapy water, rinse, half fill each jar with water and stand on the rack in the boiler. Surround with cold water, bring to boiling point, boil fifteen minutes. Keep them boiling hot until ready to fill. Never touch the inside of a sterilized jar with an unsterile object.

When packing work as quickly as possible. Corn, beans and spinach should be packed fairly loosely to allow perfect penetration of heat to the centre of the jar and thus insure even sterilization. Pack the jar full, then fill with boiling liquid. After filling dip the blade of a knife in boiling water and run it down and around the inside of the jar to remove air bubbles. Adjust rubbers, which have been dipped in boiling water, and tops. Then partially seal. With wire clamp jars adjust the top clamp but do not spring down the lower one. With screw top jars screw tight—then unscrew half turn. On vacuum jars adjust metal clamps.

CANNING

Canning Peaches

Steam and skin the peaches. Cut in half and remove the stones. Cut in slices, if desired. Pack in hot sterilized jars and if possible put the curved parts of the peach to the outside of the jar. This makes an attractive pack.

Peaches peel easily, when fully ripe. If there is any difficulty in

peeling the peaches, dip them into boiling water or steam them.

Canning Fruit Salad

Prepare peaches and pears in the usual way for canning. Cut into small pieces, suitable for serving in salads. To give your fruit salad a distinctive flavour, add some cantaloupes.

Select large cantaloupes because of their excellent quality and cut into small dice. Mix these three fruits in equal parts. Follow the directions for canning peaches.

Canned Crabapples

(Open Kettle Method)

Crabapples may be canned by the usual Cold-Pack method but the Open Kettle method is advised.

This method gives a product similar to the crabapple preserves made by your grandmother. They set in their own jelly and result in a most attractive dish. Don't make the mistake of breaking off the stems. Our grandmothers always preserved them with their "tails on".

Make a thin syrup, using the proportion of one cup of sugar to two cups of water. Wash the crabapples and add to the syrup, allowing 1 pint of syrup to 1 quart of fruit. Cook slowly in an open kettle until the crabapples start to soften.

Pour the cooked crabapples and juice into hot sterilized jars. Seal and cap. Store in a dry, cool place.

Canning Prunes Or Plums

Wash the prunes and remove the stones, if desired. More fruit can be packed in each jar if the stones are removed, but many people prefer the flavour of prunes canned with the stones.

Canning Pears

Peel the pears, cut in halves and remove the cores. Cut in quarters if desired. Put in a pan of water (to prevent discoloration) until ready to pack into the jars. Pack in hot sterilized jars.

Jelly Making

Good Jelly will keep its shape when turned from the glass but will not be tough. Good color and flavour are important also. Correct proportions and proper boiling times cannot be over-emphasized.

Wash and prepare the fruit for cooking. Put in a large preserving

Storing Hint

Before storing wipe jars dry. Be sure there are no leaks. If a leak is found, remove the cover, put on a new rubber seal and sterilize ¼ time allowed for the particular product. Store in a cool, dry, dark place or wrap each jar in paper. The cartons in which new jars are packed make a very satisfactory storage place for filled jars.

kettle and add water to nearly cover the fruit. Cover and cook slowly until the fruit is soft. Stir occasionally and use a potato-masher to crush the fruit.

Dip jelly-bag into boiling water and wring out quite dry. Put the fruit in this bag and hang to drain for several hours or overnight. Do not squeeze the bag.

Put sugar to heat in a pan in the oven, using approximately ¾ cup sugar to each cup of fruit. Stir frequently.

Boil the fruit juice for 10 to 12 minutes. Measure and add one cup heated sugar to one cup of juice. Boil together until two drops form side by side on the edge of the spoon.

Pour into hot sterilized glasses. Let stand until set. If jelly fails to set at the end of several hours, set in a sunny window or place in the warming oven.

Overnight Canned Strawberry

To each quart of hulled clean berries, add 1 cup of sugar. Bring slowly to boiling point; let stand overnight in the kettle. In the morning reheat mixture to boiling point and pour into clean hot jars while still hot. Process exactly 5 minutes for both pints and quarts.

PICKLES AND RELISHES

Cherry Olives

1 cup cold water
1 teaspoon salt
1 cup cider vinegar
3 tablespoons brown sugar
¼ oz. stick cinnamon
(if not available, omit)
3 tablespoons whole cloves
The spices in cheese cloth; put all in saucepan and boil 5 minutes. Cool, remove spice, pour solution over cherries which have been packed in jars and seal.

Silverskin Onions

Use small white silverskin onions, peel and soak overnight in brine made from 2 quarts water, 1 cup salt and juice of 1 lemon. Drain, rinse and pack into sterilized jars. Boil about 2 quarts white vinegar, juice of ½ lemon and 1 teaspoon sugar. Pour boiling hot over onions in jars, put on tops and seal. If desired, one or two red pickling peppers may be added to each jar.

Bread And Butter Pickles

5 medium-size cucumbers
3 medium-size onions
¼ cup salt
1 cup vinegar
1 teaspoon celery seed
1 cup water
¼ cup sugar
1 (sliced or whole) mustard seed
¼ teaspoon turmeric

Wash and slice cucumbers without peeling. Peel and slice onions and combine with cucumbers, adding salt and water. Let stand for 2 hours and drain well.

Heat vinegar, celery seed and mustard seed, sugar and turmeric to the boiling point. Then add the cucumbers and onions. Heat these through thoroughly, but do not overcook or your pickle will not be crisp.

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Syrup For Fruits

This syrup 1 cup sugar to 2 cups water.
Medium syrup 1 cup sugar to 1 cup water.
Heavy syrup 1 cup sugar to ½ cup water.
Stir together and boil 5 minutes. For pint jars of large fruit allow about 1 cup of syrup. For pint jars of small fruit about ½ cup.

JAM RECIPES

Raspberry Jam

1 lb. raspberries
¼ lb. sugar
Juice of ¼ lemon
Let berries and sugar stand about 3 to 4 hours. Place over heat, bring to boil. Boil very rapidly about 20 minutes. Add lemon juice and boil until it jellies, about 5 to 10 minutes longer.

Orange-Peach Marmalade

Pulp of 3 medium-size oranges
Peel from 1½ oranges
½ cup chopped red cherries
Sugar
Wash, peel and pit peaches. Peel oranges and grind peaches, orange pulp and orange peel. Measure into a large preserving kettle and add ¼ as much sugar as fruit. (If fresh cherries are used, add the cherries at this time, too, but if the cherries are canned add half way through the cooking period.) Bring to boiling point slowly and boil rapidly until thickened—approximately 25-30 minutes. Stir occasionally to prevent burning. Pour into sterilized jars and seal. Makes 9 glasses.

Gooseberry Jam

1 quart gooseberries
3 cups sugar
½ cup orange juice
Grated rind of 1 large orange
Wash gooseberries and remove stems and blossom ends. Add orange juice and cook until berries are soft. Add the sugar and bring to a full rolling boil and boil until thick and clear, about 20 to 25 minutes. Pour into clean sterilized jars and seal.

8-Minute Strawberry Jam

4 cups sliced strawberries
4 cups sugar
¼ lemon thinly sliced
Combine sliced berries, sugar and sliced lemon; place over low heat until sugar is dissolved. Increase heat and bring to full rolling boil; boil hard for exactly 8 minutes. Allow to stand for 1 minute, remove any scum, pour into sterilized jars. Do not double this recipe.

OUR COMPLETE SHORT STORY

Orchids From Kip

By R. K. KENT

MELANIE fingered the purse. Twenty dollars wasn't much money, but it would help tide them over. And hadn't it been delivered right into her hands when she needed it so badly? Melanie was holding the window box, hidden beneath the ivy, when she went to water the pink geranium that she gave such loving care. Kip had bought her the geranium the day they were married, a few weeks ago. He'd brought her to this little apartment, so happy that he'd been able to find a place for them. And she liked it until she looked from the window.

"But it's so close to the street," she said.

Kip laughed and said, "You aren't living in the country any more, Melanie. This is the city." Then he put on his hat and left her for a while. When he returned he had the pink geranium. "It isn't much, honey," he smiled. "But just as soon as we get a little ahead, I'll buy you an orchid. Maybe in a few weeks."

But there'd be no orchid now. Not for a long, long time. There would be doctor and hospital bills. Kip's appendix was the fault. He wouldn't be able to work for some time after he came home. There'd be no salary for a while. And this twenty-dollar bill, and the small change would go a long way.

Melanie dumped the contents of the purse into her lap now. A fountain pen, an expensive handkerchief subtly perfumed, a plastic comb, some trinkets and a small box that rattled. She peered into the box and snapped it shut again. Only a broken string of beads. The purse itself was expensive leather. Yes, she could mail it back to the woman. Here was a card of Mrs. Blanche Marble, and the address. Melanie could mail the purse and several contents and keep the money. That'd be fair enough. The woman would want her to have a reward. She put the things back into the purse and snapped it shut. Where was some wrapping paper? Hadn't some one found Kip's billfold, just before they were married, and mailed it back to him? And kept the money? Melanie blushed. She remembered how annoyed she'd been. "That's just like stealing," she had said.

She took the card out and examined it again. Maybe if she took the purse... she glanced at the clock. There wasn't time to take a bus away over there. She had to dress and eat her lunch and be at the hospital at two. She'd promised Kip. Finally she went to the hall and found Mrs. Marble listed in the phone book.

"My purse!" Mrs. Marble sounded almost hysterical. "You found it? How wonderful! I'm right over for it."

Melanie went back and changed her clothes while she waited. If that twenty dollars was so important, Mrs. Marble there would be much of a reward. Maybe the small change. About seventy cents. Oh, well, even that would buy oranges for Kip.

But that twenty dollars would have provided something more substantial. If only she could get a job, but who would look after Kip when he came home?

It was when she was combing her hair that the frightening thought struck Melanie. Mrs. Marble's purse must have been stolen by someone else and took most of the money, then tossed the purse into the window box. Or even if she lost it, the person who found it took most of the money.

No wonder Mrs. Marble was so excited about finding it. No wonder Mrs. Melanie stopped, paralyzed. Mrs. Marble would think she took the money! There was no way she could prove that she didn't. Circumstances certainly were against her. She remembered reading books about the police questioning people. They'd ask her and ask her until she would become confused and finally say she took the money. And then who'd take care of Kip? If only she hadn't ever found the horrid purse!

A knock at the door brought her back to action. It was Mrs. Marble, a tall, cool-looking woman. "My purse..." she gasped.

Melanie took it from the table and handed it to the woman without a word. She couldn't have talked, her throat had turned to stone. But her

big eyes were intent on the woman as she sat down and poured the contents from the purse. There was the little coin purse. One twenty-dollar bill... how much more did the woman expect? Melanie was holding her breath. But the woman ignored the coin purse.

Melanie pointed, "There's twenty dollars."

The woman nodded and started pouring the broken string of beads into the palm of her hand.

"There was only twenty dollars," Melanie found words for.

But Mrs. Marble was counting the small beads. Then she looked up at Melanie and smiled. "It was nearly crazy when I lost my purse this morning. I was down this way visiting the charity hospital. My purse must have slid from under my arm and I didn't notice until I arrived at the hospital... I was walking for exercise," she smiled.

Melanie tried to smile, but she kept thinking about the money. The woman was holding her off... playing with her. Why wouldn't she hurry and get it over with?

"I thought everything was lost. In fact, I didn't know there were such honest people as you, my dear. Pardon me, the purse and calling me."

"I didn't find it," Melanie said. "Honest I didn't. Some one else did, and it's in your window box."

"Then there was two honest people," Mrs. Marble said.

"But the money..."

Mrs. Marble held up the box of beads. "I intended to go to the jeweler from the hospital and have these beads restrung. They are a gift from my dear friend who never forgave me if I lost them."

"I'm glad," Melanie said.

"They're genuine pearls, too," Mrs. Marble said. "I can't imagine why they weren't taken."

Melanie smiled. "Maybe because nobody knew they were genuine. I didn't, in fact, I was more tempted to take the money."

Mrs. Marble studied her a moment. "You need the money, my dear?"

"Yes, I need it," Melanie said. "This was the first friendly person she'd met since Kip took sick, besides the doctor and nurses. It was lonely being a stranger in the city. 'If for Kip,' she started. The sympathetic eyes invited her to tell more and finally Melanie poured the whole story into Mrs. Marble's ear. "If it wasn't for the geranium that was supposed to turn into an orchid some day," she finished. "I'd never have found your purse."

"I can never thank you enough," Mrs. Marble said, "but I'd like to try." She held out her hand and said goodby.

She hurried away, leaving Melanie squeezing the twenty-dollar bill.

"Twenty dollars!" she laughed dressing hurriedly. It would be such fun telling Kip. And they'd laugh about the beads. And she'd tell him how valuable his geranium turned out to be.

When she opened the door she found a florist's box on the porch. Nervous fingers opened it, and misty eyes read the card tucked in with the huge orchid. "Love from Kip."

It wasn't Kip's writing, but Melanie pinned it to her coat. It was from Sandy, a Chihuahua, had five pups. Sandy died.

The Daniels, with crossed fingers, introduced Gay to Sandy's litter. They made friends immediately. Gay's happy. So are the pups. So are the Daniels.

This theory of the ancient planet is made plausible by Dr. Bauer's studies indicating that meteorites may have been "artificially aged" by cosmic-ray bombardment in outer space, very much as whiskey is sometimes hurried through the aging process by ultraviolet irradiation. Thus they are not always as old as they seem.

FRIENDSHIP RIPENING

LONG BEACH, Calif.—There's a beautiful friendship ripening at the home of Mr. and Mrs. Clifford Daniels.

Gay is a cat. Gnat, Candy, Lucky, Happy and Spike are Chihuahuas pups.

Gay recently had her first kittens. All died. The next day Sandy, a Chihuahua, had five pups. Sandy died.

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ITCH CHECKED

For quick relief from itching caused by eczema, athlete's foot, sunburn, mosquito and other itching conditions, use the famous, medicated, Itch-Check. It's the only medicine that relieves itching, soothes, soothes, soothes and quickly cures today for \$2.00. FREE LITERATURE.

He added that a good example of efficient trade with Brazil was recently given in a direct exchange of Canadian apples for Brazilian oranges.

He said Brazil is still a customer for Canadian newspaper. He asserted that despite new competitors which appeared after the war, Brazil's imports of Canadian paper did not decrease.

Ambassador McDonald emphasized that he will need chiefly to develop commercial relations between Canada and Brazil. A second target in his mission will be to strengthen cultural intercourse between the countries.

He affirmed that interest in Brazil is now high in Canada.

Ambassador McDonald found at the Canadian Embassy here one of his old friends, Benjamin Rogers, charge d'affaires whom he met 10 years ago when Rogers was a junior officer in the Canadian Department of Foreign Affairs.

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"KIDNAPPERS" OF FAWN'S FACE FINES—Alleged 'kidnappers' of these fawns stolen from mothers, three Ohio men face fines. The fawns are being cared for at county homes until they are set free.

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The honeymooners took along canned foods, chocolate bars, and concentrated foods. Carlin wore an aviation jacket. His wife took along dungarees, sweaters and shorts, but no dresses.

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 1c pound. Contact **JOE JACOB**
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 Notice is hereby given that I will
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 debts incurred by my wife, Kathaleen
 Knight.
 Dated 23 July, 1948.
 W. KNIGHT.

I WANT TO KNOW...

Does a Mother need insurance?

Unless a husband and father is very well-to-do his wife should have her own insurance policy. If a mother dies when there are no funds available to pay a housekeeper, the home may be broken up and the children put out for adoption or sent to relatives. The answer is, "Yes, a mother needs life insurance." Make an appointment to talk things over with a Mutual Life of Canada representative today.

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Local and General Items

Mrs. F. Wolstenholme is a Calgary visitor this week.

Miss Irene Danco is on the local telephone exchange office staff.

Albert Catonico and Ernest Tedeschini motored to Calgary last week end.

Miss Anne Supworz of Coleman, has secured employment at the Union Cleaners.

Holidaying in Vancouver are Mr. and Mrs. D. Brown and Mr. and Mrs. M. Aschacher.

Mr. and Mrs. J. Tucker Sr. and son Gordon of Bellevue are holidaying at Calgary and Banff.

Lawrence Plante is a patient in the Bellevue hospital, having undergone an appendectomy operation.

Miss Dora Drain of Vancouver, B.C. is visiting her brother and sister-in-law, Mr. and Mrs. Charlie Drain.

Miss N. Kuryluk of Bellevue, nurse-in-training at the Holy Cross hospital in Calgary, is spending a 3-week holiday with her mother, Mrs. M. Kuryluk at Bellevue.

Mr. and Mrs. R. L. Williams, of Calgary, accompanied by Max Brown and Joyce Millett, of Blairmore, left by car last week for a short vacation in California and Mexico.

Mrs. R. Costanzo of Blairmore is a hospital patient this week.

Miss I. Kaye of Bellevue is spending a week's holiday at Calgary and Banff.

Miss F. Semenzie of Drumheller is the guest of Mr. and Mrs. J. Gramacci of Bellevue.

Dr. R. F. Stewart, Mrs. Stewart and family are spending their holidays in Nelson, BC.

Mr. and Mrs. T. Cleave of Glenade, Washington, have returned home after spending a holiday the guests of their brother and sister-in-law, Mr. and Mrs. W. Cleave, of Bellevue.

NOTICE

Blairmore Library Board

The Blairmore Library will be closed until further notice

Why do so many speeders have to be pinched before they wake up?

Sharon and Bonnie Lou Williams, of Calgary, are visiting in Blairmore with their grandparents, Mr. and Mrs. E. Smith.

M. Breton is a patient in the Bellevue hospital, having injured his leg while at work in the Bellevue mine.

God could not be everywhere and therefore He made mothers—Anonymous.



That's when a man is really down. A fellow risks everything else before he parts with his shirt. That goes last. He values it too much. The expression *lose your shirt* is used for good reasons. A good cotton shirt is something to cherish. The same amount of money could buy nothing of similar quality. That applies also to cotton bed sheets, handkerchiefs, gowns, and stores of other items of daily use that are made of cotton. Cotton with its freshness, its washability, its resistance to sun and heat and its durability gives top value for your money. You can bet your shirt on that!

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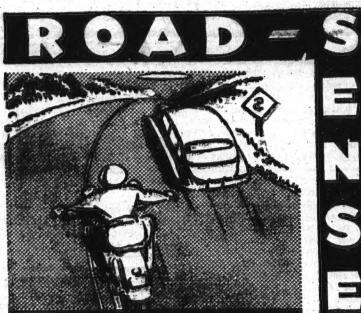
28-32 lbs. AIR PRESSURE
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Too Much Speed Is Dangerous

The speed limit on Alberta highways has been set at 55 miles an hour. At this speed you travel over 80 feet in one second. It is easy to see that a moment's inattention to the road may mean disaster. For safe driving, think, not of how fast you can drive, but of how fast you can stop.

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Membership in the A.M.A. brings many benefits, including free insurance, highway information, license service, travel routing and other valuable advantages—at only \$10 for 12 months. You should be a member. Your nearest A.M.A. branch will gladly furnish full information on request.

A driver with normal reflexes driving a car equipped with good brakes stops, under favorable conditions, in the following distances:

at 55 m.p.h. 170 feet
 at 50 m.p.h. 155 feet
 at 40 m.p.h. 115 feet
 at 30 m.p.h. 75 feet
 at 20 m.p.h. 43 feet

With slow reflexes, inefficient brakes, or slippery road conditions, the distances travelled are much greater. Watch your speed, watch the road, drive safely.

It Pays to Belong to the A.M.A.

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 EDMONTON—3228 104th St. Phone 25311
 LETHBRIDGE—328 7th St. S. Phone 2792

ALBERTA MOTOR Association